

OREGON WINE
PORTLAND
SYMPOSIUM

2023 Oregon Wine Labor Survey

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Outline

- **Purpose of Survey and Methodology**
- **Basic Demographics**
- **Salary Information**
- **Gender/Sex and Salary**
- **Compensation and Standard of Living**
- **Conclusions**



Purpose of Labor Survey

- **Financial Support by the Oregon Wine Board**
- **Provide data for the Oregon Wine Industry**
- **Mirror the Wine Business Monthly Salary Survey**
- **Provide other pertinent data for the wine industry**
- **Assist wine producers in extrapolating from the benchmarks we can provide through this survey**



History and Methodology

- During Fall of 2017, Survey was designed with input of industry members, and pre-tested, for the 2018 Report.
- For the 2023 Report there were a total of 137 respondents. There are filter questions so that producers who do not have vineyards, tasting rooms, or wineries, can opt out from those questions. This is one reason the number of respondents vary.
- The data were “cleaned” after the survey was closed, which means that outliers that were clearly errors in responses, are removed. This includes reporting an hourly wage when a salary wage is requested, and vice versa.



Notes on Interpreting the Results

- This is not a random sample - organizations have to choose to respond. The assumption is that you will need to decide how to use the data. Given the extraordinary breadth and depth of production levels and types of organizations, for many, this may be aspirational – but it is important to have this data.
- There are a number of places where the number of data points is very low, with fewer than 5 respondents in a cell. In those cases, I recommend caution in assuming that those are reliable.
- However, one can also look at the overall average, averages from other cells, and decide how comfortable one is with that information.



Facilities and Cases Produced

Types of Facilities of Producers, 2023.

Facility	Yes	No
Tasting Room	108	27
Winery	74	21
Vineyard	75	21

Oregon Total Cases Produced, 2023.

Total Number of Cases Produced	Frequency	Valid Percent
2500 Cases and fewer	10	13.5
2,501-5,000 Cases	16	21.6
5,001-10,000 Cases	20	27.0
10,0001-20,000 Cases	13	17.6
20,000+ Cases	15	20.3
Total	67	100.0



Primary Vineyard AVA Region 2023.

Region	Frequency	Valid Percent
Willamette Valley	63	85.1
Southern Oregon	9	12.2
Columbia Valley	2	2.7
Total	74	100.0

Vineyard County 2023.

	Frequency	Valid Percent
Yamhill	31	41.9
Polk	10	13.4
Washington	10	13.4
Jackson	7	9.5
Lane	4	5.4
Marion	4	5.4
Benton	3	4.1
Douglas	2	2.7
Hood River	1	1.4
Josephine	1	1.4
Umatilla	1	1.4
Total	74	100



Executive Average Salaries and Median Salaries, by Position, 2018-2023.					
Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary	2023 Average Salary
GM or President	\$91,815 (51)	\$94,565 (46)	\$112,595 (32)	\$117,090 (51)	\$119,736 (56)
Director/Nat'l Director Sales	\$89,709 (31)	\$83,267 (36)	\$97,348 (26)	\$102,309 (24)	\$105,508 (30)
Director of Marketing	\$71,731 (15)	\$64,207 (17)	\$82,630 (11)	\$89,940 (15)	\$82,833 (18)
Controller/Direct or Finance	\$77,170 (23)	\$80,659 (21)	\$97,784 (18)	\$93,011 (23)	\$102,906 (22)
Regional Sales Director	\$64,875 (16)	\$71,916 (16)	\$85,050 (10)	\$99,958 (12)	\$102,231 (13)
Human Resources Director	\$66,250 (10)	\$79,787 (10)	\$71,544 (10)	\$101,350 (10)	\$86,600 (5)

Tasting Room. Average Salaries and Median Salaries by Position, 2018-2023.

Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary	2023 Average Salary
Direct to Consumer Sales	\$55,693 (16)	\$52,695 (7)	\$65,701 (11)	\$75,530 (25)	\$78,801 (25)
Wine Club Manager	\$44,382 (23)	\$44,016 (24)	\$47,014 (25)	\$52,475 (38)	\$56,634 (45)
Tasting Room Manager	\$41,376 (72)	\$44,554 (62)	\$50,101 (57)	\$51,435 (64)	\$56,051 (63)
Special Events Manager	\$42,500 (11)	\$46,783 (11)	\$46,793 (10)	\$56,010 (16)	\$49,169 (19)
Tasting Room Staff	\$28,762 (32)	\$34,420 (35)	\$30,678 (41)	\$34,710 (45)	\$38,604 (42)



Winery and Vineyard. Average Salaries by Position, 2018-2023.

Base Salary Reported	2018 Average Salary	2019 Average Salary	2021 Average Salary	2022 Average Salary	2023 Average Salary
Executive Winemaker	\$73,632	\$75,422 (510)	\$82,088 (44)	\$95,892 (42)	\$104,265 (53)
Assistant Winemaker	\$46,236	\$51,513 (39)	\$59,059 (32)	\$65,382 (34)	\$64,518 (41)
Cellar Master	\$42,199	\$43,460 (24)	\$48,207 (21)	\$49,117 (22)	\$53,411 (25)
Viticulturist/Vineyard Manager	\$51,463	\$57,792 (38)	\$70,210 (31)	\$67,223 (33)	\$74,442 (35)
Site Foreman	\$39,513	\$42,178 (24)	\$47,660 (23)	\$52,920 (21)	\$49,034 (25)
Labor Crew Supervisor	\$37,916	\$35,382 (18)	\$27,628 (16)	\$35,435 (15)	\$43,129 (14)

Case Production and Salary of Selected Positions, 2023.

Total Number of Cases Produced	GM or President	Viticulturist	Wine-maker Salary	Tasting Rm Manager
2500 Cases and fewer	\$41,000 (1)	\$0 (0)	\$50,000 (1)	\$41,600 (1)
2,501-5,000 Cases	\$76,591 (11)	\$58,800 (5)	\$83,835 (12)	\$51,208 (7)
5,001-10,000 Cases	\$101,300 (10)	\$67,800 (5)	\$90,071 (14)	\$53,917 (12)
10,0001-20,000 Cases	\$119,200 (10)	\$67,400 (5)	\$95,000 (11)	\$61,111 (9)
20,000+ Cases	\$200,671 (13)	\$100,809 (10)	\$144,270 (16)	\$63,418 (10)
Total	45	25	43	39

Wine Industry, Hourly Wage Workers, 2019-2023.

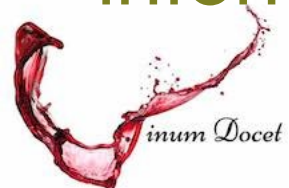
Hourly Wage Workers	Average Hourly Wage 2019	Average Hourly Wage 2021	Average Hourly Wage 2022	Average Hourly Wage 2023
Part-time Tasting Room	\$14.02 (80) (11.00-20.00)	\$14.91 (62) (12.00-24.00)	\$15.70 (71) (12.00-24.00)	\$17.40 (71) (13.50-25.00)
Cellar Hand/Interns	\$14.73 (58) (11.00-25.00)	\$17.23 (11) (12.00-35.00)	\$16.90 (43) (13.00-25.00)	\$18.10 (60) (15.00-25.00)
Tractor Operator (Skilled)	\$17.51 (30) (14.00-25.00)	\$20.97 (43) (15.00-45.00)	\$20.00 (28) (17.00-28.60)	\$24.70 (25) (17.50-25.00)
Tractor Operator (Unskilled)	\$14.61 (14) (12.00-19.00)	\$15.77 (14) (14.00-22.00)	\$17.10 (12) (14.00-21.00)	\$17.50 (8) (15.00-19.50)

Sex/Gender, Average Base Salary, and Selected Wine Occupations, 2019, 2021, 2023.

Position	2019 Avg. Salary, Female	2019 Avg. Salary Male	2021 Avg. Salary, Female	2021 Avg. Salary Male	2023 Avg. Salary Female	2023 Avg. Salary Male	2023 Avg. Gender/Qu eer/Non- binary
President/ General Manager	\$75,285 (14)	\$105,354 (31)	\$93,660 (13)	\$127,897 (16)	\$92,563 (24)	\$153,883 (28)	\$175,000 (1)
Director National Sales	\$61,470 (13)	\$95,586 (23)	\$63,683 (12)	\$134,066 (13)	\$88,667 (9)	\$115,963 (20)	\$48,000 (1)
Executive Winemaker	\$68,074 (15)	\$78,484 (36)	\$75,807 (13)	\$84,904 (29)	\$104,983 (19)	\$105,368 (31)	\$90,000 (1)
Tasting Room Manager	\$44,217 (40)	\$45,168 (22)	\$47,994 (37)	\$54,471 (19)	\$55,342 (44)	\$58,657 (17)	\$49,500 (1)
Viticulturist/ Vineyard Manager	\$70,800 (5)	\$55,821 (33)	\$89,143 (6)	\$65,666 (25)	\$82,695 (3)	\$73,669 (32)	n/a

Summary and Conclusions

- Reread the assumptions at the beginning of the presentation. This study gives some baseline information on averages and medians for the industry, but where the data are scarce, you need to use caution.
- Use this as one tool to determine where you wish to be paying, or what you decide you can pay.
- Cost of living calculators may also be helpful. These will be covered in future webinars
- Final Note: Higher participation means levels mean better information!



Questions?

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